

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR SERVICE MARK REGISTRATION
PRINCIPAL REGISTER**

MARK: ARDENT AND DESIGN LOGO
INTERNATIONAL CLASS: 36

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS

STATEMENT AND POWER OF ATTORNEY

THE ARDENT COMPANIES, LLC, a limited liability company duly organized and existing under the laws of the State of Georgia, having a principal place of business at 3565 Piedmont Rd NE, Building One, Suite 200, Atlanta, GA 30305 is using the above-identified mark in interstate commerce on and in connection with the following services:

Asset Management and Investment Services

In International Class 36, and requests registration of the Service Mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. *et. seq.*, as amended), particularly under 15 U.S.C. §1051(a).

Applicant is using the mark in commerce on and/or in connection with the provision of the services outlined above. Applicant first used the mark in commerce on or about July of 2012 and first used the mark in interstate commerce on or about July of 2012.

Applicant hereby appoints Richard D. Harris, Barry R. Horwitz, Howard E. Silverman, Herbert H. Finn, Eric J. Maiers, Jeffrey P. Dunning, Cameron M. Nelson, Mark R. Galis, Gary R. Jarosik, James J. Lukas, Jr., Jeffrey G. Mote, Keith R. Jarosik, Benjamin P. Gilford, Jonathan E. Giroux, Samuel Chase Means, Matthew J. Levinstein, Marc Trachtenberg, Jacqueline V. Brousseau, Callie J. Sand, Maja E. Sherman, Erik M.

Bokar, Katie Cronin, Molly Carr and Greenberg Traurig, LLP, 77 West Wacker Drive, Suite 3100, Chicago, Illinois 60601, telephone (312) 456-8400, its attorneys, with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to receive all documents issued by the United States Patent and Trademark Office thereon, and to transact all business before the United States Patent and Trademark Office connected therewith, such power to be exercised separately or collectively by said attorneys; and requests that all correspondence from the United States Patent and Trademark Office concerning this application be addressed to:

Richard D. Harris
GREENBERG TRAUIG, LLP
77 West Wacker Drive, Suite 3100
Chicago, Illinois 60601

THE ARDENT COMPANIES, LLC

Dated: January 31, 2022

By: 

Dror Bezael, Chief Financial Officer

DECLARATION

The undersigned, Dror Bezalel, declares: that he is the Chief Financial Officer of Applicant, THE ARDENT COMPANIES, LLC; and that he is authorized to execute this application on behalf of Applicant; that he believes Applicant to be the owner of the Service Mark sought to be registered, or if the application is being filed under 15 U.S.C. §1051(b), that he believes Applicant to be entitled to use the mark sought to be registered in commerce; that to the best of his knowledge and belief, no other person, firm, corporation or association has the right to use said mark in commerce either in the identical form thereof, or in such near resemblance thereto as to be likely, when applied to the services of such other person, to cause confusion, or to cause mistake, or to deceive; that all statements made therein of his own knowledge are true and that all statements made on information and belief are believed to be true; and, further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom.

THE ARDENT COMPANIES, LLC



Dated: January 31, 2022

By: _____
Dror Bezalel, Chief Financial Officer

File No. 142145.015500
Re: Service Mark Application for ARDENT and Triangle Logo

THE ARDENT COMPANIES, LLC
13565 Piedmont Rd NE, Building One Suite
200, Atlanta, GA 30305

FOR: Asset Management and Investment
Services, In International Class 36



Attorneys: Greenberg Traurig, LLP
Chicago, Illinois